

Magic light effect

A novelty in interior design: at imm cologne and Light+Building 2022, Ettlin Lux presents wall mirrors and luminaires with light-technical textiles that create an extraordinary depth effect.



Unique, three-dimensional and effective in depth, these quality features can be used to characterize all the new products from Ettlin Lux that will be presented at the two trade fairs imm cologne and Light + Building 2022 - patented in all variants and made in Germany. Ambiloom is the name of the versatile product range consisting of wall mirrors in various sizes and shapes as well as a textile luminaire with ambient effects and direct lighting. The special technical fabrics developed by Ettlin Lux can be equipped with LEDs and mirror glass and inspire interior designers in a wide variety of projects. Ettlin Lux has an outstanding expertise that allows to develop individual special solutions and to enhance interior design projects with simple means.

A spatial experience that is different

It is the creative use of textiles and light that distinguishes the Ettlin Lux brand. Planners in architecture and interior design are enthusiastic about using the products in a wide variety of projects and creating a spatial experience that stands out.

From the private home to the concert hall, the application possibilities are almost endless. Ettlin Lux is starting 2022 with no less than five new products: the Ambiloom wall mirror in various sizes and shapes and Ambiloom Pendant, a textile luminaire with ambient and direct lighting. In switched-off mode, the novelties look noble-decent and fit harmoniously into the most diverse interiors. It is the light that makes them space-defining objects. When they are switched on, they develop an unmistakable lighting effect in the room: deep inside, the light emerges and acquires a three-dimensional quality that atmospherically shapes and enlivens a space.

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Ambiloom and its variants

Additionally to the proven Ettlin Lux frame systems the idea came up to develop products which are always and everywhere needed. A mirror that consists of a mirror glass made up with textile and equipped with LEDs. The three-dimensional effect is unique: "With a team of interior designers, product designers and engineers, we are always working to find new approaches to using our textiles," says Oliver Maetschke, COO of the Ettlin Group, who has been successfully driving the Ettlin Lux brand since 2010.

Minimalism and depth

The novelties include round and square mirrors, as well as a full-body mirror with ambient lighting. Ettlin Lux describes the innovation as an "ambient mural with the function of a mirror" that creates an almost magical lighting effect due to its integrated textile. Made of a minimalist, black matte anodized aluminum frame with a depth of 50 millimeters and textile embedded in the mirror glass, the lightscenario unfolds via a touch sensor integrated into the frame. If desired, the mirror image glows ambiently or effectively.

"Our concept of offering ambient lighting design with function makes it possible to enhance interior design projects with simple means," Oliver Maetschke is convinced. The new Ambiloom Pendant 250 luminaire is also an eye-catcher in interior design. The discreet luminaire shade is made of the Ettlin Lux textile Decolux and is backlit with LEDs. The dark fabric creates a very subtle lighting effect (ambient) and predestines the luminaire for its use in catering areas, bars, lounges, stores, hotels and in private environments, among others. Ettlin Lux plans to launch the modular luminaire with light grey Decolux textile and matching "rings" on the top and bottom at a later date.

Smart textiles for lighting effects

Ettlin Lux offers special lighting fabrics for interior design, which are used in modular and customizable frame systems, luminaires and mirrors. Their special feature: the light transmission and their simultaneous presence as a light object in the room. The latter is made possible by placing the LED light sources behind the fabric. The color scheme of the textile - minimalist in light grey, black and white - can create completely different lighting effects depending on the color - dramatic, calming, vitalizing or cool, to name just a few.

Ettlin Lux's references include the Tonhalle in Düsseldorf, the Grossmann Group and the BMW Museum, Amazon and the Elbphilharmonie.

Visit Ettlin Lux at the following trade fairs:

Imm 2022: Hall 11.2, Booth: K-053

Light + Building 2022: Hall 1.1 | Booth: E40

Ettlin Lux on [Instagram](#), [Pinterest](#), [Youtube](#), [Facebook](#) and [Linkedin](#)

1 A spatial experience that is different. Ambiloom is the name of the versatile program developed by Ettlin Lux. It includes wall mirrors equipped with light-technical textiles for an extraordinary depth effect and a textile luminaire with ambient and direct lighting Photo: Ettlin Lux

2 Ambiloom Pendant 250 is a new development by Ettlin Lux and as a pendant luminaire sets special accents in interior The depth effect of the light-technical fabric is surprising and makes the formally simple luminaire an eye-catcher in projects and private living environments. Photo: Ettlin Lux

3 Ambiloom Mirror, the new mirror collection from Ettlin Lux, optionally round, square, rectangular wall mirror format or as a full body Equipped with a textile fabric and backlit with LED, a unique depth effect is created. Photo: Ettlin Lux

4 Ambiloom Pendant 250 is a new development by Ettlin Lux and sets special accents in interior design as a pendant luminaire with direct and ambient light distribution. The depth effect of the light-technical fabric is surprising and makes the formally simple luminaire an eye-catcher in projects and in private living Photo: Ettlin Lux

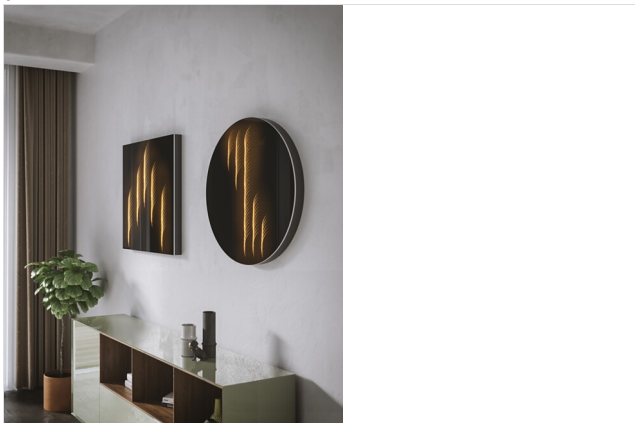
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5 In bars and lounge areas, the Ettlin Lux Mirrorglass creates a unique ambient lighting effect. In this application example over an entire wall, the special fabric made up with the mirror glass is Rendering: Ettlin Lux

6 In this function at the end of a hotel corridor, Ettlin Lux Mirrorglass creates spatial expanse. The areas of application of the mirror glass, which is made up with light and textile, are diverse. Ettlin Lux Mirrorglass can be individually planned and made to Photo: Ettlin Lux

7 The special fabric developed by Ettlin Lux operates under the name Decolux. The company innovatively uses the technical fabric in combination with LED lighting in luminaires and frame Photo: Ettlin Lux

8 The special fabric developed by Ettlin Lux goes by the name Decolux and is available in three different colorways: light grey, black or Photo:Ettlin Lux

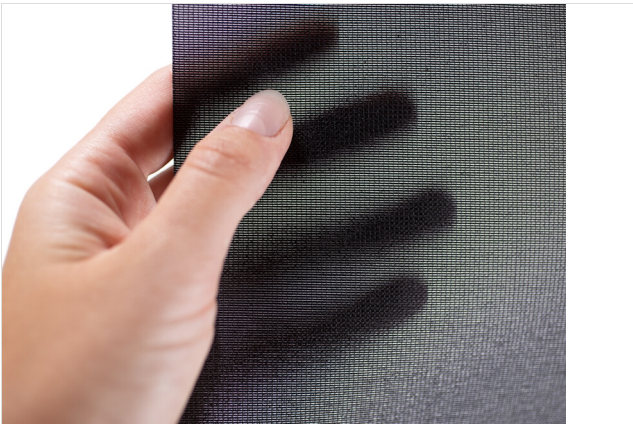
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About Ettlin Lux

The Ettlin Group has been producing fabrics at the Ettlingen site for over 185 years, mainly for technical applications. Under the brand name Ettlin Lux, since 2010 the company sells technical lighting textiles that are used in tailor-made lighting concepts. The individual lighting solutions are developed and implemented together with architects, designers and lighting planners. The innovative products of the Ettlin Lux brand include technical lighting textiles, pendant and standard luminaires, customisable frame systems with acoustic function for walls and ceilings as well as 3D lighting effect mirrors for interior design.

Further information: <https://ettlinlux.com/>

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